



**'HOME TOWN' STARRING BEN AND ERIN NAPIER POSTS TRIPLE DIGIT GAINS
OVER PRIOR SIX WEEKS AT MID-SEASON FINALE; 13 ADDITIONAL EPISODES ON TAP FOR 2022**

New York [April 8, 2022] Hit HGTV series [Home Town](#) starring home renovation experts [Ben](#) and [Erin Napier](#) who balance a busy family life while they revitalize their small town of Laurel, Mississippi, has attracted more than 23 million viewers since its season premiere on December 26, 2021. Factoring in its mid-season finale on Sunday, April 3 at 8 p.m. ET/PT, *Home Town* averaged a .74 live plus three-day rating among P25-54 and a .96 live plus three-day rating among W25-54 in its timeslot. In addition, season to date, the series averaged a .84 L3 rating among upscale P25-54 and a 1.12 L3 rating among upscale W25-54. Ratings among W25-54 and upscale W25-54 reflected increases of 176 percent and 204 percent respectively over the prior six weeks. *Home Town* also ranked as the #2 cable program with upscale W25-54, as well as a top 3 non-news/sports program with W25-54, P25-54 and upscale P25-54 in the Sunday 8-9 p.m. ET/PT timeslot.

“After this level of ratings performance, we know that Ben and Erin fans will be happy to hear the news that we are either in production or post-production on 13 new *Home Town* episodes that will premiere later this year and air into 2023,” said Betsy Ayala, Senior Vice President, Programming & Development, HGTV. “*Home Town* continues to be a hit for so many reasons, but mostly because the Napiers are a beautiful family whose love for their small town lifestyle, neighbors and community — and their belief in the small businesses that support all of that — are truly aspirational. We continue to be surprised and delighted by Ben and Erin and look forward to what they tackle next.

Strong fan support for *Home Town* was evident on HGTV social and digital platforms, with content supporting the season to date delivering 5 million video views across the net’s [Facebook](#), [Twitter](#), and [Instagram](#), and [TikTok](#) accounts and nearly 6 million page views on [HGTV.com](#).

Previous seasons of *Home Town* are available to stream on [discovery+](#), and fans can watch Ben and Erin as they inspire HGTV’s top stars to take the network’s small town revitalization movement across the country in new series, [Home Town Kickstart Presented by PEOPLE](#) beginning Sunday, April 24 at 8 p.m. ET/PT.

Home Town is produced by RTR Media Inc.

ABOUT HGTV

HGTV delivers families with relatable stories, superstar real estate and renovation experts and amazing home transformations that inspire a passionate audience. For anyone seeking

entertaining and aspirational home and lifestyle content, HGTV is the place to be. HGTV offers: a top 10 cable network that is distributed to 80 million U.S. households; a website, HGTV.com, that attracts an average of 9.7 million people each month; a social footprint of 27 million; HGTV Magazine, a monthly publication that reaches more than one million readers; and exclusive collections of home-oriented products through the HGTV Home® consumer products line. HGTV content also is available on discovery+, the definitive non-fiction, real life subscription streaming service. Offered on a variety of platforms and devices, including ones from Amazon, Apple, Google, Microsoft, Roku and Samsung, discovery+ features a landmark partnership with Verizon that gives their customers with select plans up to 6 months of discovery+ on Verizon.

Viewers can become fans of HGTV and interact with other home improvement enthusiasts through Facebook, Twitter, Pinterest, Instagram and TikTok. HGTV is owned by Discovery, Inc., a global leader in real life entertainment spanning 220 countries and territories, whose portfolio also includes Discovery Channel, Food Network, TLC, Investigation Discovery, Travel Channel, MotorTrend, Animal Planet, Science Channel, and the multi-platform JV with Chip and Joanna Gaines, Magnolia Network, as well as OWN: Oprah Winfrey Network.

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